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Women's Sport Stockings, \$1, \$1.29, \$1.59

WOOL and cotton Sports Stockings in plain and ribbed styles. Heather mixtures.

Silk and Wool Stockings, \$2, \$2.25, \$3

Plain and ribbed silk and wool Stockings in a variety of colorings.

Loeser's—Main Floor.

Fulton Street
Bond Street

Frederick Loeser & Co. INC.

Livingston St.
Elm Place

BROOKLYN - NEW YORK

Business Hours 9 to 6

Hand Bags at \$5

A SPLENDID SELECTION at this popular price. Of duvety, velvet and leather, in a variety that is warranted to satisfy every desire.

Hand Bags at \$6.95

Beautiful Bags of velvet, mounted on metal frames, with two inside compartments and mirror. In black, brown and taupe.

Loeser's—Main Floor.

A Fur Coat Christmas Special

HERE IS a great group of beauties, every one suitable for a gift. We invite you to look through the Loeser Fur Shop! **CHOOSE!**

Hudson Seal Coats, \$395

40 to 45 Inches Long

Seal-dyed muskrat that is so beautiful that it amazes you in its luxurious softness. You can have it with self collar and cuffs, and many persons think coat self trimmed expresses an elegance not to be excelled.

Skunk or Beaver Garniture

if preferred; and linings of all models rich soft silks.

Other Hudson Seal Coats, \$465 to \$695

Selected furs of superb quality and beautifully made.

Loeser's—Fur Shop, Second Floor.

A Christmas Sale of Silks**\$4 "Moon-Glo" Satin at \$2.28****\$4.50 "Moon-Glo" Satin Crepe at \$2.48**

THE FAMOUS "MOON-GLO" SATINS have never been marked lower than the prices at which you may now buy them at Loeser's. The "Moon-Glo" Satin is known the country over for its superior quality and beautiful finish. "Moon-Glo" Satin Crepe is no less popular and lends itself most gracefully to draped models. "Moon-Glo" is stamped on the selvage of every yard, assuring its genuineness. All 40 inches wide.

If a dress pattern of silk is among your Christmas Gifts yet to be chosen ask to see these "Moon-Glo" Satins and "Moon-Glo" Satin Crepes before making a decision. Practically any shade you may desire.

Ivory	Maize	Honeydew	Nile
Flesh Pink	Coral	Admiral Blue	Smoke
Rose Pink	Orchid	Silver	Burnt Orange
Sky Blue	Jade	Platinum	Poppy
Turquoise Blue	Peacock	Steel	Bobolink
Marabou	Wistaria	Copper	African Brown
Tortoise Shell	Taupe	Tobacco Brown	Navy Blue
Heron	Ivy Green	Henna	Marmon Blue
Midnight Blue		Mocha	Black

Loeser's—Main Floor.

Wool Filled Comfortables, \$18 to \$55**A Third to Half Under Regular**

THOSE WHO WOULD like to choose something that will exactly suit the housewife, as well as being useful and under the regular price, will find special interest in this news. The coverings are of silk, satin, messaline and silk and satin brocades in assorted colors. Some are plain color, one side with figured tops; others are both sides alike. Some are finished with fancy stitching.

\$17.50 to \$50 Wool Blankets, \$13.25 to \$40

All wool, both warp and filling; some are cut and bound singly with silk. Some all white; others white with pink, blue, rose and yellow borders; also fancy plaid and jacquard designs.

Loeser's—Third Floor.

Reversible Velour Portieres, \$14.98**110 Pairs Ready for Christmas**

HERE AGAIN is the useful gift suggested and nowhere can you buy prettier or better Portieres at so low a price.

Of a rich, lustrous velour, made up in the open French edge styles in blue, mulberry, gold, rose, brown, etc.

Exceptional value at \$14.98 a pair.

Marquisette and Scrim Curtains

Two thousand five hundred pairs in white and ecru, in fifty different styles:

89c pair for \$1.15 and \$1.25 qualities
\$1.65 pair for \$2 and \$2.50 qualities
\$3.95 pair for \$5 and \$6 qualities
\$5.75 pair for \$7.50 and \$8 qualities

Imported Irish Point Curtains

Thirty-five handsome designs in white and ivory:

\$6.75 pair for \$8 and \$8.50 qualities
\$8.45 pair for \$9 and \$10 qualities

Loeser's—Third Floor.

\$9.75 pair for \$11 and \$12 qualities
\$12.50 pair for \$14 and \$16.75 qualities
\$15.95 pair for \$17.50 to \$20 qualities

Marie Antoinette Lace Curtains at Nearly Half Price

Forty handsome French designs in 2½ and 3 yard lengths:

\$5.65 pair for \$8.50 to \$10 Curtains
\$6.75 pair for \$10 and \$12 Curtains
\$7.75 pair for \$12.50 to \$15 Curtains

**1200 Japanese Pottery-Wicker Covered****Fruit Bowls, Cake and Sandwich Trays**

Fifteen Different Styles

At \$1.49, \$1.85, \$2.25 and Up to \$3.98

Which is About Half the Regular Prices

HERE IS a great Christmas economy event, presenting a broad stock of highly colored Japanese Imari Pottery Plates and Bowls for about half of the regular selling prices, because we closed out all that the importer had on hand.

They are decorated with birds of bright plumage and flowers in gay colorings with coverings and handles of wicker.

Suitable for fruits, nuts, cakes, sandwiches, etc., and ideal for Christmas gifts. And all half price.

Imported and American Dinner Sets Christmas Sale Priced

\$29 to \$39 Dinner Sets, 100 Pieces, at \$19.95
\$40 to \$48 Dinner Sets, 100 Pieces, at \$29.95
\$49 to \$60 Dinner Sets, 100 Pieces, at \$39.95

There are about twenty very choice patterns to choose from in this collection. Border patterns, coin gold borders, floral patterns and bluebird patterns:

At \$19.95. American and English Porcelain Sets.
At \$29.95. American, English, Austrian and Nippon China Sets.
At \$39.95. American and Nippon China Dinner Sets.

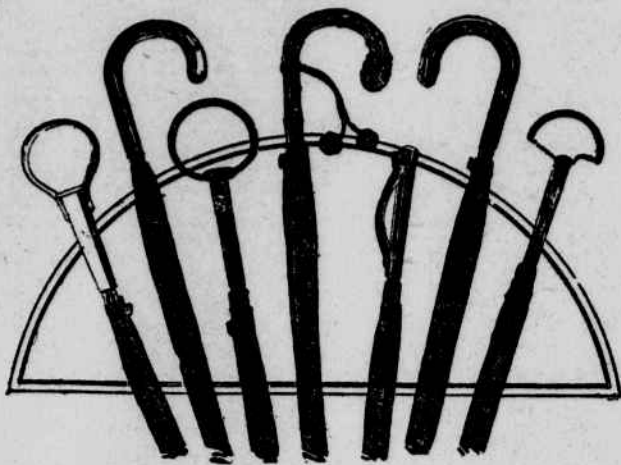
\$45 to \$55 "Almco" Lamps and Shades, \$40.95

Bridge, Floor and Chair Styles

A wonderful chance for Lamp Gift Buyers to choose Lamps of art and beauty at a very liberal saving in price. The bases are in antique gold leaf and color, also stippled gold and polychrome with fluted column. Each Lamp is fitted with adjustable socket and equipped with weighted base.

The Shades are of Georgette or silk with stretched tops in flat and dome shapes, lined, with silk and interlined with rose, which gives a very soft light. The trimmings are two-tone ruching and extra weight 6-inch silk fringe. Lamps that were manufactured to sell at \$45, \$50 and \$55 for \$40.95.

Loeser's—Basement.

**Silk Umbrellas**

Gifts for Men and Women

THERE ARE UMBRELLAS in the large displays at Loeser's in every style and color one could possibly wish for it seems. A Silk Umbrella is one of the most appreciated gifts as well as practical of gifts.

Women's Silk Umbrellas, \$5.08

Splendid quality taffeta silk Umbrellas in navy blue, purple, brown, green, garnet and black. White or amber tips and an assortment of smart handles.

Women's Silk Umbrellas, \$6.20

Extra good quality taffeta silk Umbrellas in navy blue, purple, brown, green, garnet and black. White or amber tips and an assortment of good looking handles.

Women's Silk Umbrellas, \$8.40

Satin bordered silk taffeta Umbrellas with handles of bakelite combined with fine leathers; also leather side straps. Amber tips and tops. A large variety of colors. Values up to \$12.

Women's Silk Umbrellas, \$10.60

Fine tape edge and satin bordered taffeta Umbrellas with real bakelite handles and side straps or rings. Two models exclusive at Loeser's are the "Montrose" and "Rosemont." All the desirable colors.

Men's Silk Umbrellas, \$7.30

Silk taffeta tape edged Umbrellas in a fine quality with natural wood handles in the hook and crook shapes. Black only. An extra good value.

Men's Umbrellas, \$10.60

Fine yarn-dyed union silk taffeta Umbrellas with full wood shanks and fine natural and malacca wood crook handles.

Men's Silk Umbrellas, \$11.15

Extra heavy all silk taffeta Umbrellas with extra fine natural wood hook handles, many of which were made in England.

Loeser's—Main Floor.

Rugs Don't Often Show Such Big Savings

9x12 Axminster Rugs. Among the Finest Made in America
Are 20 to 33⅓% Less

THEY ARE RUGS of a make that housekeepers everywhere know to be among the two or three best in this country—famous for their fineness of quality and beauty of color and design.

\$36 Axminsters

9x12 Size at

\$26.45

\$45 Axminsters

9x12 Size at

\$34.95

These are extremely low prices for Rugs of this kind. Due to irregularities in weave or in the making up, they are to be sold as imperfect. The flaws in most cases amount to next to nothing. No perfect Rug, at full price, will give better service. The opportunity is a very real one!

Other 9x12 Rugs on Special Sale

Seamless Wiltons, Bigelow-Hartford's superb Royal Castilians, regular price, \$200; on special sale at \$149.

Imported Royal Wiltons of finest worsted wool, regular price, \$120; on special sale at \$95.

Imported Wool Chenille Rugs, beautiful Oriental effects, regular price, \$110; on special sale at \$69.50.

Small Rugs in Axminster Weaves

36x70 inches, regularly \$8.50; special offering at \$6.95

27x54 inches, regularly \$5, special offering at \$3.50

27x54 inches, hit-and-miss effects; \$3.50 grade, at \$2.45

Loeser's—Third Floor.

Tomorrow 3,000 Pairs French Lambskin Women's Gloves at \$1.45 Pair

should sell at \$2, but bought so advantageously that they make a Loeser treat at this lower price. Black, white, colors. Two-clasp style.

\$3 and \$4 Imported Gloves, \$2.45

Right from France's most famous maker, and in the soft, pliable skins that you would expect to come out of our sister republic.

Also at \$2.45 French Lambskin Slip-ons

Strap-wrist style, white, black, colors; and American-made Mocha Gloves in tan and gray.

Children's Gloves in Every Wanted Fabric

Moderately Priced

Loeser's—Main Floor, Bond Street.

Many Features Make This Christmas Handkerchief Display Unique

FIRST, the tremendous quantity, thousands and thousands of imported and domestic Handkerchiefs for men, women and children.

Next, the convenient arrangement—the various groups shown individually, in many special sections of the Store.

Next, the wonderful variety, hundreds of styles, including so many new things that you must see them to fully appreciate the advantage of choosing the gift Handkerchiefs at Loeser's.

Linen Handkerchiefs for Men at

25c, 35c, 40c, 50c to \$1.50 Each

Plain white with ¼ and ½ inch hems.

Linen Initial Handkerchiefs for Men at

\$2, \$3, \$3.50, \$4.50 and \$6.50, Box of Six

All linen in a variety of initial styles.

Linen Handkerchiefs for Boys at 25c and 35c Each

Hemstitched linen Handkerchiefs with ¼ inch hems.

Embroidered Handkerchiefs for Women at

15c, 25c, 35c, 50c, 75c and \$1 Each

Linen, lawn, batiste, mull and cambric in an immense variety of styles.

Initial Handkerchiefs for Women at

60c to \$4.50, a Box of Six

Loeser's—Main Floor.

DIAMONDS**Christmas Gift Supreme**

WHEN YOU GIVE A DIAMOND you are in most instances giving an heirloom. Precious stones are known to be cherished possessions and are handed down from generation to generation to be treasured for the sentiment they carry and admired for their beauty. The original investment is doubled and trebled as time goes on.

Only the highest quality dependable Diamond jewelry is displayed at Loeser's, and right now there are two events of unusual interest.

\$25,000 Collection of Diamonds at 30% Under Today's Prices

We secured these Diamonds at a great price reduction from a Diamond importer who needed to turn a part of his Diamond investments into ready cash at once.

Diamonds from ⁵⁸/₁₀₀ Carat at \$189

and on up to 2 ¹²/₁₀₀ Carats at \$1120

All single stones, perfect in shape, cutting and color, mounted either in platinum top with gold shank or all gold Tiffany settings, which will permit easy remounting later as one may please.

In Addition to This Special Purchase

Our Entire Collection of Diamond Jewelry Is Marked from 20 to 33⅓% Less

Scarf Pins, \$22 to \$252. Repriced \$15 to \$200
Pendants, \$21 to \$294. Repriced \$15 to \$225
Wrist Watches, \$190 to \$275. Repriced \$160 to \$200

Loeser's—Fine Jewelry Section.

Wool Lengths, 69c to \$1.95 Yard**Boxed for Christmas Giving**

THERE ARE HUNDREDS of different lengths in wool dress fabrics, plain and novelty weaves, that will make most acceptable and practical Christmas gifts. From this display a coat, suit or dress length for a woman or little girl can be chosen at a very special price. These lengths will be boxed upon request.

Imported Tricotine, \$2.50

All wool Tricotine, 54 inches wide, in medium and dark blue, for suits or dresses; also black.

Poirot Twill, \$1.95

Navy blue Poirot Twill in a very fine weave for dresses; 50 inches wide.

Black Broadcloth, \$1.95

All wool black Broadcloth with a brilliant luster; 54 inches wide. Sponged and shrunk.

Black Camel's Hair Cloth, \$2.95

A medium weight material with a beautiful soft finish, for suits or dresses; 54 inches wide.

Loeser's—Second Floor.

Such Good Blouses for Gifts Special Prices, \$2.95 and \$5

AT \$2.95 your choice of Pongee, Crepe de Chine and hand-made White Batistes in eight styles. Sizes 34 to 46 inches and every one up to the high Loeser standard. Every one worthy of the most careful taste.

The Crepe de Chines are in several models; some long sleeves; some short sleeves. In the lot all of the rich suit colors; also white, bisque, flesh. Not all colors in all models. Collection includes tuck-ins and tie-ons. The Batistes are long sleeved.

At \$5, Handsome White French Voile Blouses

trimmed with real filet lace that is very choice. Exquisite hand-drawn work makes these Blouses very dressy and refined. Nothing nicer at nearly twice the price so far as we have been able to ascertain. Choice of square and "V" necks. Some vestees.

Boxed if Asked, so as to Be "Gifty."

Loeser's—Second Floor.

The Beauty of This Furniture Is Solving Many a Gift Problem

EVEN THOSE WHO have no thought of giving furniture are quite likely to pause before the splendid holiday gathering of gift furniture on the Fifth Floor.

Such furniture would command attention anywhere—and the low pricing completes the magnetism it apparently holds for so many.

It is beautifully designed and constructed furniture. It is *thoroughbred* furniture, with beauty and grace distinctly apart from that seen every day. Such furniture will be received with open arms.

One May Pay \$6 or \$500

The Loeser Showing Is Attractive to Any Purse

Desk Chairs, \$8.50 to \$19. Golden oak, mahogany finish, walnut finish and mahogany.

Sewing Tables, \$14.75 to \$75. Mahogany and mahogany finish.

Tea Wagons, \$24.75 to \$75. Mahogany and walnut.

Telephone Sets, \$20 to \$38. Mahogany and walnut.

Nest Tables, \$28 to \$77. Mostly mahogany.

Tip Tables, \$10.50 to \$42. Mahogany and mahogany finish.

Tabourettes, \$5.50 to \$19. Mahogany and mahogany finish.

Waste Baskets, \$6 to \$12. Mostly mahogany.

Smokers' Tables, \$8.50 to \$40. Mostly mahogany.

Magazine Stands, \$23 to \$28. Mostly mahogany.

Library Tables, \$36 to \$500. Mahogany veneer and walnut veneer.

Drop Lid Desks, \$23 to \$226. Golden oak, maple, mahogany finish and mahogany veneer.

Secretaries, \$72 to \$205. Mostly mahogany veneer.

Wood Seat Chairs and Rockers, \$10.50 to \$78. Mahogany and mahogany finish.

Windsor Chairs and Rockers, \$15.50 to \$46. Mahogany and mahogany finish.

Sofa Tables, \$59 to \$500. Mahogany veneer and mahogany finish.

End Tables, \$11.75 to \$32. Mahogany and walnut.

Bookcases, \$39 to \$240. Mostly mahogany veneer.

Gate Leg Tables, \$40 to \$120. Mahogany and mahogany finish.

Spinet Desks, \$52 to \$280. Mostly mahogany veneer.

Book Troughs, \$10 to \$30. Mostly mahogany.

Foot Stools, \$3.75 to \$14.50. Mahogany finish frames, covering of tapestry.

Hall Chairs, \$42 to \$170. Mahogany and mahogany finish frames, coverings of tapestry, velour and mohair.

Easy Chairs and Rockers, \$39 to \$300. Mahogany and mahogany finish frames, coverings of damask, frieze, mohair, velour and tapestry.

Loeser's—Fifth Floor.

